(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(54) Title: METHOD AND SYSTEM FOR MANAGEMENT AND PUBLICATION OF MEDIA ASSETS IN A DISTRIBUTED NETWORK
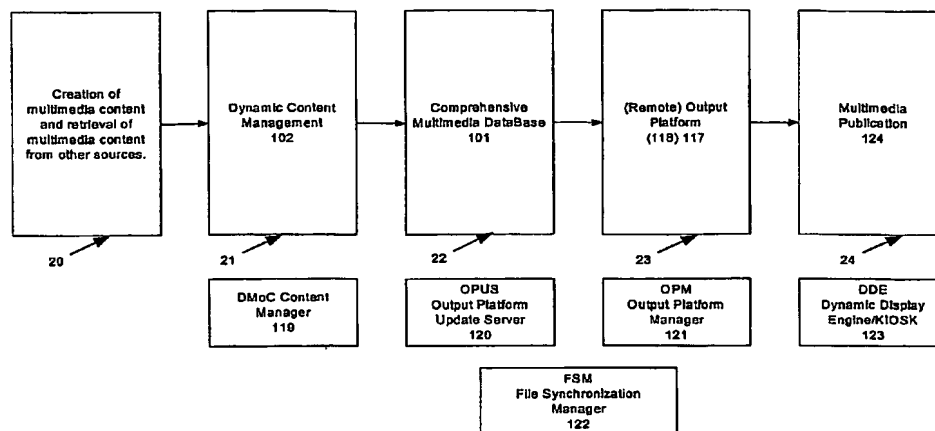
(57) Abstract: A system (1) for management and publication of media assets (102.3) in a distributed network (205). The system includes: a central media database (101) for storing and serving the media assets (102.3) and media programs (102.2) for publication of the media assets; one or more output platforms (117, 118) networked to the central media database; and one or more media output devices (103-106) networked to the one or more output platforms. Each output platform stores a local copy of a subset of the media assets and a subset of the media programs, and selectively executes the subset of media programs to publish the subset of media assets at the one or more media output devices.